

MIDNIGHT SPECIAL

INTERNATIONAL PRINT GUIDELINES

<u>DATE:</u>	<u>VER:</u>	<u>UPDATE:</u>
13 Nov	1	Overview of Campaign Art

USAGE GUIDELINES

Title Treatment, Font & Billing Block (p. 3)

One Sheets (p. 4)

- Main 1sht Available on MARS by November 23
- Main Quad Available on MARS by November 20

TITLE TREATMENT

MIDNIGHT SPECIAL

FONT

BILLING BLOCK

We are pending final approval on the Billing Block.

MAIN

1 Sht



ONLINE DEBUT:

Wk of November 13

AVAILABLE ON MARS:

By November 20

NOTES:

Quad 1 Sht



ONLINE DEBUT:

N/A

AVAILABLE ON MARS:

November 23

NOTES:

If used in outdoor, the
outdoor Billing Block must
be used at 35%
